

Manitoba Calling



RADIO BRANCH MANITOBA TELEPHONE SYSTEM

The Manitoba Legislative Building



"The Manitoba Legislative Building is a fitting home for our Province, typifying as it does the Spirit of Progress. That which is best in the Past has been preserved and wrought by the hand of the Present into this structure, emblematic of Manitoba—"The Land of the Great Spirit".

That this spirit might be appropriately expressed, a competition was opened to all architects within the British Empire. Out of sixty-seven plans submitted, that of Frank Worthington Simon, F.R.I.B.A., Liverpool, England, was selected as the most suitable for our Legislative Building. The building was formally opened on the fiftieth anniversary of the Province, July 15th, 1920. Today, in Simon's handiwork we see expressed all that architecture should mean to the life of a nation. . . ."

M. F.

In a booklet issued by the
Provincial Department of Public Works.



Vol. IV. No. 8.

Single Copy
5c**MANITOBA CALLING**

September, 1940

12 Issues, 60c.
Post Free

Address all communications to Public Relations Department,
Radio Branch,
Manitoba Telephone System,
Winnipeg

Manitoba Tourist Stamps



ADVERTISING THE PROVINCE

As a part of its tourist campaign effort this summer and fall, the Radio Branch of the Manitoba Telephone System has distributed thousands of colored stickers, to Provincial Government offices, Boards of Trade, business institutions and private citizens.

The stamps, printed in four designs, two of which are shown above, are being attached to outgoing mail, preferably to letters rather than to envelopes. They are serving a useful purpose, not only in advertising Manitoba to people in the United States, but also in reminding Manitobans that in the natural resources of the Province we have a valuable asset.

Supplies of the stickers may be obtained, without charge, by writing to the Public Relations Department, CKY.

A Letter of Appreciation

VISITOR IS PLEASED WITH HIS TOUR OF CKY

1820 College Ave.,
Regina, Sask.,
August 14, 1940.

Radio Station CKY,
Manitoba Telephone System,
Winnipeg, Manitoba.

Gentlemen:

On Friday afternoon last, August the 9th, at 3.00 p.m., it was my pleasure to be shown through the studios of your station. While I have been through the most of the stations in Western Canada, yet I can truthfully say that my visit to CKY was the most profitable of any station visit I have yet had.

When I tune to CKY in the future or hear any programs your station originates I'll have a clear picture of what happens. The idea of showing a sectional view of studio construction and having the model of the transmitter grounds, made it a fitting climax to my visit to your studios.

My humble thanks to your station staff for their courtesies.

Appreciatively yours,

PAUL SAMPSON.

We welcome visitors at CKY. An experienced guide conducts tours of the studios, explaining the design of walls, floors, ceilings, etc., and demonstrating a cross-sectional model showing samples of the actual springs, insulation etc. which are hidden behind the interior decoration. When the construction of our studios was nearing completion, we asked the architect to have made for us this model, employing the same materials which are incorporated in the building. We also display, in a glass case, a model of our transmitter house and tower at Headingly, Man. Such interesting objects have been helpful in placing CKY's studios on the "must" lists of things to see in Winnipeg.

"GRACIE" COMES TO TOWN



CKY Photos.

M. T. S. Sound Equipment Serves Great Audiences at Brandon, Shilo, and Winnipeg.

Gracie Fields, widely popularized in the prairie provinces and adjoining States by the recordings which CKY has been broadcasting for many years in the "British Variety Hour," visited Brandon, Shilo military camp, and Winnipeg recently, and raised more than ten thousand dollars for the Navy League. At all three points the microphones and public address loudspeakers were installed by the Manitoba Telephone System, those at Brandon and Shilo being under the charge of C. E. R. Collins.

In addition to its public telephone and radio services, the M.T.S. provides the finest sound equipment available in western Canada for amplifying speeches, musical performances, etc.

On the night of August 19th, the voice of Gracie Fields was conveyed to an audience of 7,000 people in the Winnipeg Amphitheatre, to an overflow of about 6,000 in the adjoining Stadium, as well as to many hundreds of others who were gathered on the lawns of the Legislative Building.

CKY camera shots in the Amphitheatre (above) show (1) Gracie at the microphone; (2) Gracie wearing Sea Cadet Brian Prentice's hat and giving him an appreciative hug following his presentation of a bouquet on behalf of the Manitoba Division of the Navy League; (3) Reginald Wall, M.T.S. operator at the sound system controls, Winnipeg.



WILLIAM L. TAYLOR PASSES

We regret to note the death of Mr. William Lincoln Taylor, the septuagenarian referred to and pictured in our July-August issue. Born at Fort Norman, N.W.T., Mr. Taylor was nourished with fish liquor instead of milk, his father thus keeping him alive following the death of the mother. The story of Mr. Taylor's having heard his experiences described over CKY by Philip H. Godsell appeared in our last number under the title "The Power of Radio".

PRESENTED TO GRACIE FIELDS



John W. Beech,
Arranger of "British Variety Hour"

At a luncheon in honour of Miss Fields, at the Manitoba Club, during her recent visit to Winnipeg, Mr. J. W. Beech was introduced to the famous star as "the man who has done more than anyone else in this part of the world to let western Canadians hear the voice of Gracie through the medium of phonograph records".

That the distinction was well merited will be admitted by many thousands of CKY listeners who have been hearing "The British Variety Hour" on Saturday afternoons since 1933. Mr. Beech lends the records from his vast and always increasing collection, and he arranges them in the order in which they are broadcast.

A unique feature of the programs is that so many of the pieces presented have been put on the air via CKY long before they have been heard otherwise in this territory, and sometimes for the first time in Canada. It is believed, for example, that Stanley Holloway's fam-

PROGRAM CHANGES COMING

The annual upheaval in radio program times will occur on September 29th, when those parts of this continent which have been operating on summer time will revert to normal. The changing season will also bring back many old favorite features. Complete lists are not yet available, but these are some of the programs which have recently been, or which are shortly to be reinstated: Lux Theatre: Mondays, 7 to 8 p.m. (becoming 8 to 9 p.m. at the end of September). Lipton Tea Musicale: Sundays, 4 to 4.30 p.m. Silver Theatre: Sundays, 5 to 5.30 p.m. Jack Benny's Jello: Sundays, 6 to 6.30 p.m. The three Sunday programs will commence on October 6th.

Full particulars of the winter schedule will be published in our October issue.

ous monologues were heard publicly for the first time on this continent through CKY. Mr. Beech has furnished us with the following information regarding the dates on which certain now popular numbers were given their initial "airing" over the Manitoba station:

"The Man on the Flying Trapeze" . . .

January 13th, 1934—about a year before it became popular on this side of the Atlantic. (We are informed that this number, like many others, enjoyed a previous period of popularity about fifty years ago.)

"The Lambeth Walk" . . .

Spring of 1938.

"The Biggest Aspidistra in the World" . . .

January 7th, 1939.

"There'll Always be an England" . . .

September 23rd, 1939.

"Wish Me Luck" . . .

November 18th, 1939.

"Under the Spreading Chestnut Tree", "The Isle of Capri", and numerous other songs were heard in "The British Variety Hour" many months before they were played elsewhere on this continent.

Mr. Beech is a native of Staffordshire; a resident of St. James, Manitoba, where he is a School Trustee; and has a summer home at Victoria Beach, where he is a Councillor.

AIRCRAFTSMAN BRIAN HODGKINSON



"Somewhere in Canada", Brian Hodgkinson is training to take his place in the Empire's war effort as pilot, bomber, wireless operator, or to perform whatever job may be assigned to him. Letters to his friends in Winnipeg indicate that the former CKY announcer likes life in the Air Force and is getting along very well, notwithstanding a period of heat and humidity in a city which the censor might prefer that we do not name.

Writes Brian: "We've had it hot in the old 'Peg before this, but nothing like they get here. The humidity is terrific. It's like the floor of some tropical jungle and there seems to be no escaping it. One hour's drill in 92 degrees of heat awaits me in the next five minutes. . . ."

In another letter he tells us that "Western Canadians are very well represented here. Almost 70 per cent of the lads hail from west of the Great Lakes. . . . People are very decent to the lads in blue. One never needs ask for a ride: it always seems to be there, whether you want it or not, and the

CKY's TRANSMITTER AT HISTORIC LOCATION

On our Number One highway, a little west of Headingley, there stands a cairn which was erected by the Historic Sites and Monuments Board of Canada. Looking southward from that cairn, across the grounds of the Provincial Gaol, one sees half a mile or so away the neat red-roofed building and the lofty lattice tower of CKY's transmitter.

The visitor who pauses to read the inscription on the cairn—and too often the motorist hurries on and misses much—will find the following:—

"The first monument on the Dominion Lands Survey was placed 10th, July, 1871 on the Principal Meridian, about half a mile south of this site. The system then inaugurated by Lt.-Col. J. S. Dennis, Surveyor-General, extends across the prairies and to the Pacific coast. It now embraces more than 200,000,000 acres of surveyed lands in Manitoba, Saskatchewan, Alberta, and parts of British Columbia."

Thus, not by deliberate choice on account of this fact, but simply because of other conveniences in the location, CKY's 15,000 power outlet was established exactly on the Principal Meridian.

direction in which you are going doesn't seem to matter either."

Canada's famous war ace, "Billy Bishop" visited the camp soon after Brian's arrival. . . . "I got my first big thrill when he inspected all squadrons and then, for forty minutes, we sat, knelt or stood around him while he chatted informally, giving us good advice and plenty of inspiration. . . . It was quite a sight: 1,500 young airmen clustered around the great war ace, and believe me when I say that 1,500 pairs of eyes were filled with admiration as they looked upon one of the greatest fliers the world has ever known. . . ."

Aircraftsman Hodgkinson wishes us to remember him kindly to all his CKY listeners.

UNCLE JIM'S QUESTION BEE



A POPULAR QUIZ PROGRAM

Right at the start of "Uncle Jim's Question Bee", heard on CKY and CKX at 6 p.m. on Wednesdays, each contestant receives ten dollars. Here is Uncle Jim giving the cash to Mrs. Dorothy Frazee while Announcer Fred Uttal (centre) smiles encouragement. After she picks out a question Uncle Jim asks her to place a value on it—not more than half the amount she holds in her hand. Through a series of questions her wealth increases or diminishes in proportion to the correctness of her answers. If she makes highest score, she is rewarded with 15 dollars more. The highest amount paid a single contestant since the series started was \$69.

OUR FALL LECTURES

Another season of lectures by the editor of "Manitoba Calling" is commencing. In addition to illustrated talks on various radio topics, we shall this year offer "Manitoba Impressions", with recordings made during the summer and with many natural-color photographs of Manitoba beauty spots and interesting events. Requests for the lecture service should be addressed to the Public Relations Department, Radio Branch, Manitoba Telephone System, Winnipeg.

SIR OLIVER LODGE

Sir Oliver Lodge, whose death was announced recently, was best known in his later years for his experiments in psychological research. He had many other claims to fame as one of England's greatest scientists, not the least of which was his discovery of the principle of "tuning" radio circuits by varying inductance and capacity. He was one of the foremost pioneers in wireless communication.

THE LISTENER WRITES

We welcome letters from our listeners at all times. Names and addresses of the writers must be given but will be treated as confidential.

NEWS MARATHON—"One of your news announcers gabbles through the news reports as if the idea were to cram as many words as possible into the time allowance. News so read—or rather, projected at us—is colorless and almost meaningless. Tell your news readers to listen and take a few lessons from the B.B.C. . . ."—Winnipeg.

LATE DRAMA—"A word about those dramas that are handed to us just about bedtime. Most listeners would, I am sure, rather go to bed with the echo of a good laugh in their hearts than with the knowledge that our much needed rest will be disturbed by dreams and nightmares resulting from listening to those dramas. As for me, as soon as I can make out what the play is going to be, if it is a tragedy, murder, or what have you, 'click' goes the switch. Thank goodness I can always shut the radio off. . . ."—Reaburn, Man.

LIKED GODSELL'S TALKS — "We have listened to Mr. Godsell's radio talks time and again, and have found them very interesting. . . ."—Killarney, Man.

THEME — "Will you please change that awful theme to 'Wake Up and Live'. I think it is more likely to make people want to lie down and die. . . ."—Winnipeg.

FROM THE U.S.—"We are just delighted to be able to hear such men as Vernon Bartlett, J. B. Priestly, Sir Hugh Walpole, and Leslie Howard. We turn to CKY as regularly as to our own stations. . . ."—Fargo, North Dakota.

APPLAUSE—"CKY is our most popular station and all the announcers are very clear spoken, with pleasant voices. Tom Benson's nonsense in the mornings helps to start the day right. . . ."—Reaburn, Man.

VARIETY—"Why not call your morning program 'Very Little Variety' instead of 'Little Variety'? Heaven knows, there is little enough variety in it—just English music hall songs and not even a sound of the bagpipes. . . ."—Winnipeg.

SEASON CHANGES—"I think it is a shame when the winter programs go off for the summer months. When they come on again in the fall we have quite a time picking them up. . . ."—Oakville, Man.

APPRECIATION—"I am an old man of nearly 88 and I desire to pay my tribute for what I owe to the radio, especially since I lost my sight. I get great satisfaction out of CKY and use it almost entirely. The jolly cheerful person who runs it in the early mornings from 7 to 8.30 gives me special pleasure. . . ."—Winnipeg.

LADIES' VOICES—"There is one defect to which I would venture to draw attention and that is the difficulty one experiences in hearing so many of the women speakers. . . ."—Winnipeg.

LIKES GRACIE FIELDS — "I have long enjoyed Gracie Fields' records on CKY. Now I have seen her in person and her records mean still more to me. . . ."—Norwood, Man.

TRAVEL TALKS — "I enjoy very much the travel broadcasts featured over CKY lately and would like to hear more broadcasts of the same kind. There must be a good many people who would like to hear more descriptive broadcasts dealing with the industries of the Province, such as mining, fishing, pulp and paper, etc. . . ."—Winnipeg.

TOLERANCE—"At first I felt mad at hearing soap advertising with religious programs but now I don't mind. After all, cleanliness is next to godliness. If all the soap programs are helping to clean things up in this world, I'm all for them. . . ."—St. James, Man.

NATIONAL RADIO—"Canadians can be thankful that a national system of radio was organized before this war came along. One hates to think what state of affairs we might have had if there were no proper control. . . ."—Winnipeg.



Last Call!

"Manitoba Calling" Prize Contest

"Manitoba Calling" is offering prizes for essays on the subject:—

"A Holiday in Manitoba"

The contest is open to residents of the Province and to visitors, regardless of age or other qualifications.

Prizes will be awarded to the writers of the three essays which, in the opinion of the judges are best from the point of view of Interest, Accuracy and Literary Style. Essays must not exceed 1,500 words, but may be of any length up to this limit.

1st Prize	...\$100.00	Cash
2nd "	... 50.00	"
3rd "	... 25.00	"

A board of three judges will examine the entries, and their decision will be final.

Entries may be sent in at any time up to midnight September 30th, when the contest closes.

WORDS ABOUT WORDS

When you hear a radio announcer or other speaker use a pronunciation which seems to you to be incorrect, write the word down. Make a list, and mail to "Manitoba Calling."

The pronunciation of place names is frequently open to question, owing to disagreement between natives of the places and people in other parts who have adopted pronunciations which have become acceptable in those parts by long usage. For example, there is READING, noted for biscuits, in England. Old Country folks always know it as RED-DING, but there is another READING, in the United States, where it is called REEDING. Nevertheless, while allowances may be made for some variations of place names, there are many pronunciations heard on the radio which can only be attributed to ignorance. A radio speaker may be excused for mispronouncing the name of an obscure town in Europe suddenly thrust into prominence by the chances of war, but such errors as Bos-PHOR-ous and Mar-MOR-a, WOR-CES-ter and WAR-WICK are an indication that the speaker lacks some of the qualifications which professional radio speakers should possess.

The words BONA FIDE have received some rough treatment on the radio. A listener begs us to state that the pronunciation should not be BONNER FIDE, the second word rhyming with RIDE, but BONA, with the O as in BONE, and FIDE-e, with two syllables.

We have referred before to such abominations as NOOS for NEWS, but we still hear announcers saying TOOS-day. The DAY is too often neglected, so that MONDAY becomes MUN-dee instead of MUN-day.

Some news commentators, very capable as editorial writers, are being criticized for poor reading. One correspondent expresses amazement that people whose lives have been so largely devoted to writing should have advanced so little beyond fifth grade in reading.

Adverting again to place names, we are reminded that CALAIS is CAL-ay, not Cal-LAY. The unhappy port across the Channel from Dover has long been

ENTERTAINS TROOPS

"Bill" Seller, veteran announcer, program director and radio script writer, is very busy these days. In addition to his duties as Manager of CKX, Bill is organizing concert parties and contributing his services as an artist in entertaining the troops at Brandon and Shilo. He is an active member of the Brandon Kiwanis Club.

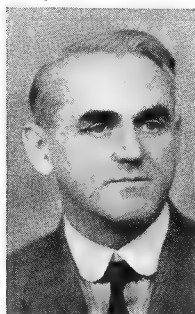


W. F. SELLER



CKX ENGINEER

"Ray" Collins, Chief Engineer of CKX, and Manitoba Telephone System's Plant Chief at Brandon, was responsible for the installation and operation of the sound equipment during the visit of Gracie Fields to Brandon and to the military camp at Shilo. Considerable commendation has been voiced respecting the very efficient amplifying job performed on both occasions.



C. E. R. COLLINS

known as CAL-ay in Great Britain.

Once again we record objections to SI-multaneous for SIM-ultaneous and SEM-EYE for SEM-i.

Our recollections of Integral Calculus are becoming hazy, but the word INTEGRAL was never In-TEG-ral as we heard it recently.

A STRATEGIST, we are informed, is a STRAT-egist, not a Stra-TEE-gist.

CKX HIGHLIGHTS

Numerous programs not carried by CKY are available to listeners who tune in CKX, Brandon. Some of these are listed below.

DAILY, EXCEPT SUNDAYS

- 7.30—Musical Eye Opener.
- 8.00—Wake Up and Sing.
- 9.00—Opening Markets.
- 9.05—What's in the Air.
- 10.30—Over the Backyard Fence.
- 10.45—C. P. News—CBC.
- 3.00—C. P. News—CBC.

SUNDAY

- 11.45—Silver Strings—CBC.
- 7.00—C. P. News—CBC.
- 7.03—Carry On, Canada—CBC.

MONDAY

- 9.10—On Parade.
- 11.30—Rhymes and Ramblings—CBC.
- 2.00—Markets and Livestocks.
- 4.30—Mirror for Women—CBC.
- 5.45—Talk—CBC.
- 6.00—With the Troops in England—CBC.

TUESDAY

- 9.10—Key Board Kapers.
- 11.30—Pelham Richardson's Orchestra—CBC.
- 2.00—Markets and Livestocks.
- 2.45—Rural Rhythm.
- 3.30—Song Hits of the Week.
- 4.15—Norsemen Quartet—CBC.
- 5.45—Talk—CBC.
- 6.00—Roy Shields' Revue—CBC.
- 6.30—Musical Rendezvous—CBC.

WEDNESDAY

- 9.10—Accordion Parade.
- 11.30—The Balladeer—CBC.
- 11.45—Melody Rendezvous—CBC.
- 2.00—Markets and Livestocks.
- 2.45—Radio Special.
- 3.30—From the Shows.
- 4.30—Mirror for Women—CBC.
- 5.00—Music You Like to Hear.
- 8.15—Carson Robison.

THURSDAY

- 9.10—Newsy Jigsaw.
- 11.30—Pelham Richardson's Orchestra—CBC.
- 2.00—Markets and Livestocks.
- 2.45—Latin American Rhythms.
- 3.30—The Band of the Week.
- 5.45—Talk—CBC.
- 6.00—English News Letter to Canada—CBC.

FRIDAY

- 9.10—Bands of the Salvation Army.
- 11.30—Rhymes and Ramblings—CBC.
- 2.00—Markets and Livestocks.
- 2.45—Swing Time.
- 3.30—Song Hits of a Year Ago.
- 4.30—The Three Cheers—CBC.
- 6.00—Drama Series—CBC.
- 6.30—Sinfonietta—CBC.
- 8.15—Carson Robison.

SATURDAY

- 9.15—Radio Train.
- 12.30—Closing Markets.
- 6.00—The Listeners' Playhouse—CBC.
- 6.30—Sevillana—CBC.

AN OUTLINE OF CKY's PROGRAMS

In these pages are listed programs which are usually to be heard on the days and at the times shown, during the current month. As changes are liable to be made at short notice, it is impossible to guarantee the accuracy of these listings.

ALL TIMES CENTRAL STANDARD.

SUNDAY

- 10.00—B.B.C. News—CBC.
- 11.00—Church Service.
- 12.25—British United Press News.
- 12.30—Religious Period—CBC.
- 1.00—Columbia Broadcasting Symphony Orchestra—CBC.
- 3.00—The Church of the Air—CBC.
- 3.45—B.B.C. News—CBC.
- 4.30—The World Today—CBC.
- 4.45—Canadian Press News—CBC.
- 5.30—Canadian Grenadier Guards' Band—CBC.
- 6.30—The Romance of Sacred Music—CBC.
- 7.30—American Album of Familiar Music—CBC—Bayer Aspirin.
- 8.00—Let's Face the Facts—CBC.
- 8.30—B.B.C. Radio News Reel—CBC.
- 9.00—Canadian Press News—CBC.
- 9.15—Britain Speaks—CBC.
- 10.00—Favourite Hymns—CBC.
- 11.00—For Friends of Music—CBC.
- 11.30—Sanctuary—CBC.

MONDAY

- 7.00—Reveille.
- 7.45—British United Press News.
- 8.00—C. P. News—CBC.
- 8.03—Wake Up and Live.
- 8.25—Manitoba Calling.
- 8.30—The Man I Married—CBC—Oxydol.
- 8.45—The Right to Happiness—CBC—Crisco.
- 9.15—The Fishermen—United Radio Advtg.
- 9.30—Big Sister—CBC—Rinso.
- 9.45—Life and Love of Dr. Susan—CBC—Lux.
- 10.00—B.B.C. News—CBC.
- 10.45—The Gospel Singer—Oxydol.
- 11.00—The Happy Gang—CBC.
- 11.45—Refreshment Time with Singin' Sam—Coca Cola.
- 12.00—Against the Storm—CBC—Ivory.
- 12.15—Road of Life—CBC—Chipso.
- 12.45—B.U.P. News, Messages and Weather.
- 1.00—The Story of Mary Marlin—CBC—Ivory.
- 1.15—Ma Perkins—CBC—Oxydol.
- 1.30—Pepper Young's Family—CBC—Camay.
- 1.45—The Guiding Light—CBC—P. & G. Soap.
- 2.00—Club Matinee—CBC.
- 3.00—Miss Trent's Children—Lever Bros.
- 3.15—Talk—CBC.
- 3.45—B.B.C. News—CBC.
- 4.15—Backstage Wife—Sterling Products.
- 4.45—Manitoba Impressions—Recorded.
- 5.45—British United Press News.
- 6.30—Toronto Symphony Band—CBC.
- 7.00—Lux Radio Theatre—CBC—Lever Bros.
- 8.00—Summertime—CBC.
- 8.30—E.B.C. Radio News Reel—CBC.
- 9.00—Canadian Press News—CBC.
- 9.15—Britain Speaks—CBC.
- 10.30—Drama—CBC.
- 11.30—With the Troops in England—CBC.
- 12.00—British United Press News.

TUESDAY

- 7.00—Reveille.
- 7.45—British United Press News.
- 8.00—C. P. News—CBC.
- 8.03—Wake Up and Live.
- 8.25—Manitoba Calling.
- 8.30—The Man I Married—CBC—Oxydol.
- 8.45—The Right to Happiness—CBC—Crisco.
- 9.15—Voice of Memory—United Radio Advtg.
- 9.30—Big Sister—CBC—Rinso.
- 9.45—Life and Love of Dr. Susan—CBC—Lux.
- 10.00—B.B.C. News—CBC.
- 10.30—Peggy's Point of View.
- 10.45—The Gospel Singer—Oxydol.
- 11.00—The Happy Gang—CBC.
- 11.45—Refreshment Time with Singin' Sam—Coca Cola.
- 12.00—Against the Storm—CBC—Ivory.
- 12.15—Road of Life—CBC—Chipso.
- 12.45—B.U.P. News, Messages and Weather.
- 1.00—The Story of Mary Marlin—CBC—Ivory.
- 1.15—Ma Perkins—CBC—Oxydol.
- 1.30—Pepper Young's Family—CBC—Camay.
- 1.45—The Guiding Light—CBC—P. & G. Soap.
- 2.00—Club Matinee—CBC.
- 2.45—Eddie Allen—United Radio Advtg.
- 3.00—Miss Trent's Children—Lever Bros.
- 3.15—CKY Studio Strings—Manitoba Telephone System.
- 3.45—B.B.C. News—CBC.
- 4.15—Backstage Wife—Sterling Products.
- 5.05—Voice of Inspiration.
- 5.45—British United Press News.
- 6.30—Tarzan—St. Lawrence Starch Co.
- 6.45—Easy Aces—Anacin Co.
- 7.30—Meredith Willson's Musical Revue—CBC—S. C. Johnson & Son.
- 8.00—Treasure Trail—Wrigley Co.
- 8.50—B.B.C. Radio News Reel—CBC.
- 9.00—Canadian Press News—CBC.
- 9.15—Britain Speaks—CBC.
- 10.00—Chamber Music—CBC.
- 10.30—Songs of Empire—CBC.
- 11.00—Jack Riddell's Hawaiian Orch.—CBC.
- 11.30—Speaking of Books. Talk by Dr. G. G. Sedgwick—CBC.
- 11.45—British United Press News.

WEDNESDAY

- 7.00—Reveille.
- 7.45—British United Press News.
- 8.00—C. P. News.
- 8.03—Wake Up and Live.
- 8.25—Manitoba Calling.
- 8.30—The Man I Married—CBC—Oxydol.
- 8.45—The Right to Happiness—CBC—Crisco.
- 9.15—Stars of the Week—United Radio Advtg.
- 9.30—Big Sister—CBC—Rinso.
- 9.45—Life and Love of Dr. Susan—CBC—Lux.
- 10.00—B.B.C. News—CBC.
- 10.45—The Gospel Singer—Oxydol.

11.00—The Happy Gang—CBC.
 11.45—Refreshment Time with Singin' Sam—Coca Cola.
 12.00—Against the Storm—CBC—Ivory.
 12.15—Road of Life—CBC—Chipso.
 12.45—B.U.P. News, Messages and Weather.
 1.00—The Story of Mary Marlin—CBC—Ivory.
 1.15—Ma Perkins—CBC—Oxydol.
 1.30—Pepper Young's Family—CBC—Camay.
 1.45—The Guiding Light—CBC—P. & G. Soap.
 2.00—Club Matinee—CBC.
 2.45—Todd Russell—United Radio Advtg.
 3.00—Miss Trent's Children—Lever Bros.
 3.15—Talk—CBC.
 3.45—B.B.C. News—CBC.
 4.15—Backstage Wife—Sterling Products.
 4.45—Manitoba Calling.
 5.45—British United Press News.
 6.00—Uncle Jim's Question Bee—CBC—Lever Bros.
 6.30—The Family Man—CBC—Lever Bros.
 7.00—The Question Box—CBC.
 8.00—Drama.
 8.30—B.B.C. Radio News Reel—CBC.
 9.00—Canadian Press News—CBC.
 9.15—Britain Speaks—CBC.
 10.30—Drama—CBC.
 11.45—British United Press News.

THURSDAY

7.00—Reveille.
 7.45—British United Press News.
 8.00—C. P. News—CBC.
 8.03—Wake Up and Live.
 8.25—Manitoba Calling.
 8.30—The Man I Married—CBC—Oxydol.
 8.45—The Right to Happiness—CBC—Crisco.
 9.15—Voice of Memory—United Radio Advtg.
 9.30—Big Sister—CBC—Rinso.
 9.45—Life and Love of Dr. Susan—CBC—Lux.
 10.00—B.B.C. News—CBC.
 10.30—Peggy's Point of View.
 10.45—The Gospel Singer—Oxydol.
 11.00—The Happy Gang—CBC.
 11.45—Refreshment Time with Singin' Sam—Coca Cola.
 12.00—Against the Storm—CBC—Ivory.
 12.15—Road of Life—CBC—Chipso.
 12.45—B.U.P. News, Messages and Weather.
 1.00—The Story of Mary Marlin—CBC—Ivory.
 1.15—Ma Perkins—CBC—Oxydol.
 1.30—Pepper Young's Family—CBC—Camay.
 1.45—The Guiding Light—CBC—P. & G. Soap.
 2.00—Club Matinee—CBC.
 2.45—Smilin' Jack—United Radio Advtg.
 3.00—Miss Trent's Children—Lever Bros.
 3.15—Talk—CBC.
 3.45—B.B.C. News—CBC.
 4.15—Backstage Wife—Sterling Products.
 5.05—Voice of Inspiration.
 5.45—British United Press News.
 6.30—Tarzan—St. Lawrence Starch Co.
 6.45—Easy Aces—Anacin.
 7.00—Kraft Music Hall—CBC—Kraft Phenix Cheese.
 9.00—Canadian Press News—CBC.
 9.15—"Britain Speaks"—CBC.
 9.30—B.B.C. Radio News Reel—CBC.
 10.00—Stag Party—CBC.
 10.30—Band Concert—CBC.
 11.00—Jack Avison's Concert Orchestra.
 11.45—British United Press News.

FRIDAY

7.00—Reveille.
 7.45—British United Press News.
 8.00—C. P. News—CBC.
 8.03—Wake Up and Live.
 8.25—Manitoba Calling.
 8.30—The Man I Married—CBC—Oxydol.
 8.45—The Right to Happiness—CBC—Crisco.
 9.00—Allan Caron—Organ Recital.
 9.15—Stars of the Week—United Radio Advtg.
 9.30—Big Sister—CBC—Rinso.
 9.45—Life and Love of Dr. Susan—CBC—Lux.
 10.00—B.B.C. News—CBC.
 10.45—The Gospel Singer—Oxydol.
 11.00—The Happy Gang—CBC.
 11.45—Refreshment Time with Singin' Sam—Coca Cola.
 12.00—Against the Storm—CBC—Ivory.
 12.15—Road of Life—CBC—Chipso.
 12.45—B.U.P. News, Messages and Weather.
 1.00—The Story of Mary Marlin—CBC—Ivory.
 1.15—Ma Perkins—CBC—Oxydol.
 1.30—Pepper Young's Family—CBC—Camay.
 1.45—The Guiding Light—CBC—P. & G. Soap.
 2.00—Club Matinee—CBC.
 2.45—Todd Russell—United Radio Advtg.
 3.00—Miss Trent's Children—Lever Bros.
 3.15—Talk—CBC.
 3.45—B.B.C. News—CBC.
 4.15—Backstage Wife—Sterling Products.
 4.45—Manitoba Impressions—Recorded.
 5.45—British United Press News.
 7.00—Waltz Time—CBC—Sterling Products.
 7.30—Along the Boulevard—CBC—Sterling Products.
 8.00—The Shadow—Red Deer Valley Coal.
 8.30—B.B.C. Radio News Reel—CBC.
 9.00—Canadian Press News—CBC.
 9.15—Britain Speaks—CBC.
 9.30—Woodhouse and Hawkins—CBC.
 11.00—Drama—CBC.
 11.30—"The Cariboo Miner"—George MacKeracher—CBC.
 11.45—British United Press News.

SATURDAY

7.00—Reveille.
 7.45—British United Press News.
 8.00—C. P. News—CBC.
 8.03—Sunrise Serenade.
 8.25—Manitoba Calling.
 9.30—Allan Caron—Organ Recital.
 10.00—B.B.C. News—CBC.
 10.30—Peggy's Point of View.
 12.45—B.U.P. News, Messages and Weather.
 1.00—London Calling—CBC.
 2.00—Club Matinee—CBC.
 3.00—C. P. News—CBC.
 3.45—B.B.C. News—CBC.
 4.30—CKY Studio Strings—Manitoba Telephone System.
 5.00—British Variety Hour.
 6.30—Tarzan—St. Lawrence Starch Co.
 6.45—Easy Aces—Anacin Co.
 7.00—Mutiny on the High Seas—Red Rose Tea.
 8.00—Let's Go to the Music Hall—CBC.
 8.30—B.B.C. Radio News Reel—CBC.
 9.00—C. P. News—CBC.
 9.15—Britain Speaks—CBC.
 10.30—Red River Barn Dance—CBC.
 11.30—I Cover the Waterfront. Talk by Pat Terry—CBC.
 11.45—B.U.P. News.

RADIO PICK-UPS

A Page of Items Heard and Seen

Place Names:

When you listen to a news broadcast and the news-reader comes to a foreign name, how do you react? Most listeners probably know what he means; very often they jump at the chance of hearing how to pronounce a name that they have read in the papers.

It is a safe bet, however, that every time a foreign name occurs in the news, a certain proportion of listeners make up their minds to write protests to the BBC. Some of them will say that the name is well known in England and it is absurd to give it a foreign pronunciation. Others will say that they were in that very place in 1899 and the broadcast version broke all the rules of local pronunciation. 'If you want any help with the Lower Bongo dialects I shall be happy to oblige. . . .'

Whatever the news-reader says, in fact, he is certain to annoy some listeners, though not very many. But just look at the matter from his point of view.

There is not a place-name in the gazetteer nor a personal name in existence that may not come suddenly into the news. In wartime, places that nobody ever heard of on Tuesday morning may be making history on Tuesday night. From Norway to Africa, there is no place that may not suddenly become the focus of interest of the world.

—"Radio Times",
published by the B.B.C.

The Loudspeaker Nuisance:

Your neighbours don't necessarily want to listen when you do—so do make sure your loudspeaker isn't too loud.

—"Radio Times."

Stand Back Please!

Would it not be possible for Cabinet Ministers and Generals so wisely and kindly instructing us, to stand farther away from the microphone? Then we need not hear this lip-licking, snuffling, and heavy mouth-breathing which distracts our attention and seems to trouble most of them.

"Radio Times" correspondent.

Radio Commentators:

In these trying days when everyone's nerves are strained to the breaking point; when all are waiting in anxiety for each news flash that comes over the air and when the public's spirits rise and fall with each good or bad news report, it behooves the radio commentator to be very careful as to the construction he places upon the news he analyses. The commentator is in a position to cause a bad attack of public jitters by his misrepresentation or wrong diagnosis of the war news. The men who give us the CBC or BBC news merely read the communiques issued by the army commands. But the commentator takes those communiques to pieces and interprets them as he sees fit—so that what he reads into the news is quite often merely a guess and very apt to be a wrong guess at that; however, he has left an impression with the public, be it right or wrong.

We have in mind a particular news commentator to whom many in this town listen though he comes from a U.S.A. station. We have never yet heard this man speak that it did not leave us in a pall of gloom; he seems to be able to find a hidden threat or a hopeless outlook in almost every item he reads. What the public wants at this eventful time is facts not fancy; we are not interested in hearing some wise crepe-hanger airing his idea of coming events; our guess is as good as his right now. What we want is the cold, factual accounts as relayed from the front, not the frothings of a radio commentator giving his half-baked ideas.

—"The Western Canadian",
Manitou, Man.

Songs or Sermons:

"There is too much talking in the world today, too little singing. . . ."

—Marshall Bartholomew,
quoted in "Recreation".

STARS OF "EASY ACES"



Jane and Goodman Ace

For consistent maintenance of listener-interest, few programs if any can equal the serial "Easy Aces", sponsored by the makers of Anacin and broadcast in transcribed form by CKY on Tuesday, Thursday and Saturday evenings at 6.45. Goodman Ace, writer of the script and player of "Mr. Ace", is shown above with the inimitable Jane, his wife.

Manitoba's Natural Beauty:

"Manitoba may well claim first place among the prairie provinces as the show spot of the central plains. Her claim in that regard is readily admitted by the observant traveller.

The level rich land of the Red River Valley covered with a heavy stand of wheat, oats, barley, corn and flax and dotted thickly with tree sheltered farm buildings, are the first to attract the admiration of the west-bound tourist.

The rolling lands of Western Manitoba with picturesque valleys, lakes and park lands offer more variety and here again the well treed homesteads catch the eye.

The timbered areas as well as rich farm lands of the more northern part, together with large lakes with commercial fishing, add still further variety to landscape scenes, defying the skill of any out of door painter. . . ."

—"Courier"—Crystal City, Man.

*This Month**. . . in our Diary*

Extracts from CKY's Log-book

September, 1925: To acknowledge the enormous mail which poured in from all parts of the continent, CKY distributed a series of illustrated post cards bearing pictures of tourist resorts in the Province and the caption "A Welcome Awaits You in Winnipeg". The cards were supplied in co-operation with the Tourist and Convention Bureau and the Winnipeg Board of Trade. Somewhat similar cards, issued by the station, had been used since 1923. Early specimens of these latter gave CKY's broadcasting schedule, as follows: "Daily, 12.30 to 1.30 p.m.; Tuesdays and Fridays, 8.15 p.m.; Thursdays, 8.00 p.m.; Sundays, 7.00 p.m."

September 4th, 1923: From local newspapers: "The mysterious 'special broadcast' which CKY had announced for Tuesday night proved to be one from the Dominion Theatre, where manager Marks was offering the ninth performance since the opening of his brilliant revue 'Cherry Blossoms'. As usual, in cases of theatrical broadcasts, CKY made no previous announcements which would be likely to affect the box-office receipts. . . ."

September 6th, 1923: "Solo artists on last night's radio program at CKY were Messrs. Herbert Armitage, pianist, and Fred Scrimshaw, tenor. Prior to the concert, CKY gave the usual 15 minutes code practice and read a fairy tale which delighted innumerable youngsters. This evening CKY will broadcast from Roseland Dance Gardens. On Sunday evening a service will be broadcast from St. Matthews Church. . . ."

September 20th, 1925: "CKY, the local radio station, has outgrown its present quarters, say those in charge, and remodelling is being pushed forward. . . . The room (at Sherbrook Telephone Exchange) now being used as an operating room is to become the office, while the present office will be added to the studio. With the alterations completed it will no longer be necessary for artists waiting to take part in a program to hang about the corridor or to take refuge in the street. . . ."

The Story of CKY's Studios - 4

(Continued from our last issue)

Observation Room Number One

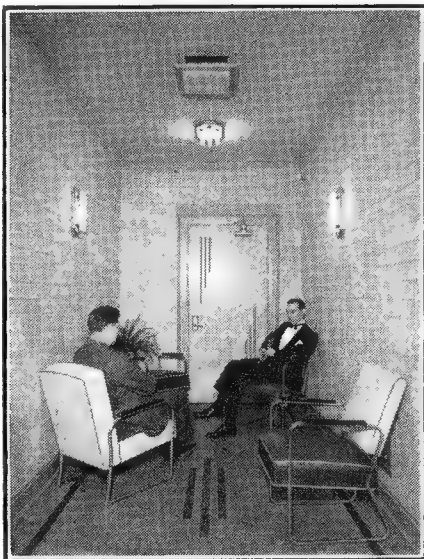
Here we find some forty chairs arranged in three tiers, facing two large triple-paned windows. Through the windows we look into a big rectangular room which must surely be an excellent example of beauty combined with simplicity and efficiency. Again, our guide seems disinclined to talk about the studio at the moment. He promises to give us more details when we shall finally arrive within the studio itself, and we feel that the handsome buff-and-white tiled chamber with the silvery organ grille at the far end and the suspended inverted electric fixtures, so neat and so effective in filling every corner with soft white light—all this is our guide's particular pride, to be kept for description at the end of our tour, as a boy reserves the icing of his cake. So we move out by way of the heavy double doors to the general office again, to walk over black-and-white squared linoleum to the long corridor which leads to the entrance giving admittance to all the studios.

As we go along the well lighted corridor, we are told that the buff and primrose wall on our left, having neither window nor doors, is the wall of that central block in which the studios are contained. It is explained to us that the premises have been designed to avoid having the studio entrances opening directly from the corridor. We are to find that a single door in the corridor at the rear of the studio block is the one way to the studios. It seems very in-

teresting, because we feel that that door is the portal through which many a trembling would-be radio performer must go, on his way to fame, maybe.

Through this we, too, must go to be initiated into the mysteries of broadcasting. We are all for pressing on and hurrying along the corridor towards it, but our guide draws our attention to the offices, on the right of the corridor and forming with it a buffer to assist in preventing street traffic noises from penetrating to the studios. There are neatly furnished offices for the manager and department heads, and a room in which is a library of records, transcriptions and books. On our right as we turn the corner at

the end of the corridor, passing the publication offices of "Manitoba Calling", we come to a retiring room for artists; Studio 5, marked "Private", in which many transcribed programs are announced; and next, the main control room. The last will be described in another chapter. On our left is the entrance to



Entrance to Studios—Artists' Waiting Room

The Artists' Lounge

This is a neat cubicle wherein artists and speakers about to address the world at large may enjoy repose and a little time for that quiet contemplation which is an excellent preparation for facing the microphone. The lighting is supplied by translucent tubes on wall and ceiling brackets, combining yellow and red to diffuse a restful rose-colored glow which adds much to the comfort of the place. We see a door to the left of the one by which we entered and another to the

The Gospel Singer

Edward MacHugh, The Gospel Singer, gets his relaxation these days working on his Connecticut farm where he has a large vegetable garden and many beds of flowers. When not engaged in this hobby, Mr. MacHugh does much car riding. He recently wore out two cars in 57,000 miles of travel, singing 21 songs a night on one of his tours. He arranges his radio programs so that his songs have a general appeal, to young and old alike, as demonstrated not long ago when a group of children, ranging from ages 7 to 10, visited the studio at one of MacHugh's broadcasts and asked for several copies of the script. It seems that the children enjoy re-enacting the program. The Gospel Singer still hears from the first fan who wrote to him when he started in radio more than ten years ago. His programs are broadcast by CKY at 10.45 a.m. on week days, except Saturdays.

right, the latter having above it a semi-globular red light. There is evidently no admission this way. That must be a studio, and the red light is its "busy" signal. We will keep out and stick to our guide, who seems to know where it is safe to go. "The door right ahead of you," he says, "leads to another space into which open doors giving entrance to studios number one, two and three." We are thrilled with expectancy, but we pause while he points to the air conditioning inlet overhead and the thermostat which controls temperature and humidity. This, then, explains the cool refreshing atmosphere of the artists' lounge. We are invited to be seated. It seems we are to await the extinguishing of that red light over the door on the right. Somewhere on the other side of that, things are happening. Someone, perhaps, is speaking to a million people—who knows? His voice may be reaching the remotest parts of the prairies or beyond, and yet we, in the nearby lounge, hear nothing. So, thinking of the wonder of it, we stare upwards at that steady red light, and we wait.

(To be continued.)

JOINS FORCES



Corporal C. Peppler

Calvin Peppler, whose duties in our Public Relations Department included those of studio tours conductor, left us on July 18th, to enlist as a private in the Royal Army Service Corps. On August 21st he called in to see us, and we observed that he was wearing corporal's stripes, showing him to be already climbing the military ladder.

A native of Winnipeg, Corporal Peppler went as a child to live for five years on a farm at Justice, Manitoba. Returning to the city, he attended Riverview public school, Earl Grey junior high, and Kelvin "Tech". Having rounded out his education with a business college course, he clerked for a period in a packing company's offices, and came to CKY in November, 1938. Widely known in United Church Young People's organizations, he was editor of their Winnipeg publications and a prominent leader in numerous other activities. We hope it will not be long before victory and peace restore him to us. In the meantime, many readers of "Manitoba Calling" will join with us in congratulating him and wishing him the best of luck.

"Manitoba Impressions"

During the summer, the Manitoba Telephone System's mobile unit visited numerous points in the province, recorded descriptions of scenery en route, interviews with interesting people, and accounts of special events happening at many of the places at which stops were made. The recordings were subsequently broadcast over CKY and CKX in a series entitled "Manitoba Impressions".

Among the points of call were The Pas, Dauphin, Swan River, Clear Lake, Emerson, Ninette, and Ste. Anne des Chenes. At Emerson we recorded the re-dedication of the Kiwanis Club's flag-staff at the international boundary. At Ninette we made a record of the ceremony of unveiling a memorial to the late Dr. Stewart, first superintendent of the Sanatorium there. Our visit to Ste. Anne was to preserve impressions at the unveiling of a cairn on the Dawson Road, commemorating the linking of east and west.

A highlight in our tour was a day in the Whiteshell Forest Reserve, includ-

ing visits to Rennie, West Hawk Lake, Brereton Lake, and up to the Whiteshell River. Mr. Gerald Malaher, Forester-in-Charge, was our conductor. His enthusiasm for the Whiteshell as an ideal resort for tourists in search of recreation and as a furnisher of unlimited sport for hunters and fishermen seemed to be well justified by the views we enjoyed and the wild game which was in evidence.

Additions will be made to our "Manitoba Impressions", and they will be broadcast at appropriate intervals. The discs will be preserved in a library which should become of increasing historical value with the passage of the years. One section of the library will consist of recordings of the voices of people who are prominent in the life of Manitoba, and particularly of those of "old-timers". Thus, as what we consider to be a public duty, we shall "secure the shadow 'ere the substance perish", for the enlightenment and entertainment of our future citizens.

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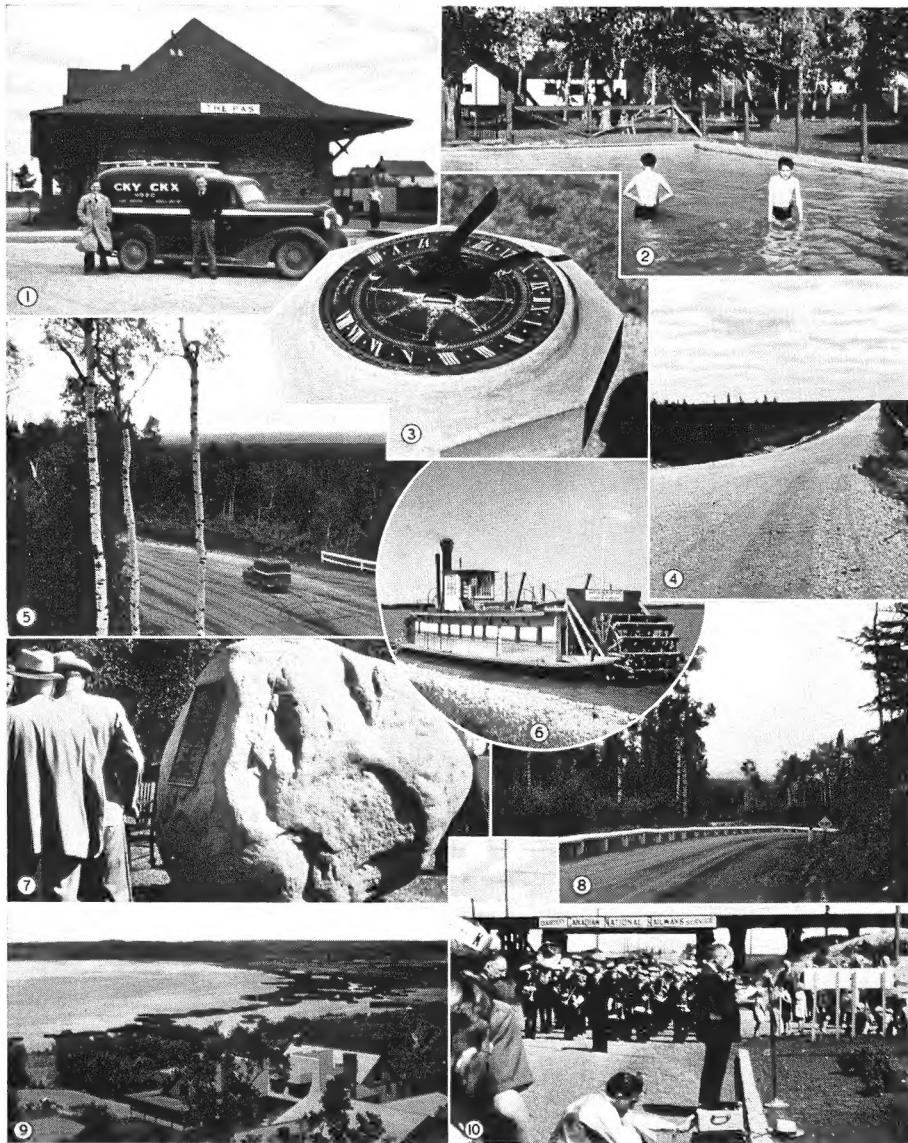


A 33-lb. Lake Trout

Manitoba's extensive lakes and streams are a paradise for fishermen. There are many varieties of fish, including lake trout, northern pike, yellow perch, mooneye, pickerel, goldeyes, grayling, rock bass, Arctic charr and speckled trout. The last-named is plentiful in many of Manitoba's northern waters. In the Nelson River and

tributaries its size and abundance will hardly be equalled on this continent. This field, almost untouched, is reached by railway, air, or canoe routes. Full information may be obtained from the Department of Mines and Natural Resources and from the Manitoba Tourist and Convention Bureau, Legislative Building, Winnipeg.





CKY Photos.

With Our Camera In Manitoba

(1) Our recording unit at The Pas. (2) The tourist camp at The Pas. (3) Sir John Franklin sun-dial, Devon Park, The Pas. (4) Highway over "the bog", en route from The Pas. (5) Looking towards Dauphin from Riding Mountain national park. (6) Stern wheeler on Saskatchewan River, The Pas. (7) Dr. D. A. Stewart memorial boulder, Ninette. (8) Near Clear Lake. (9) Pelican Lake, Ninette. (10) Re-dedication of flag-staff at Emerson.